

SPRING 1930



BUCILLA
REG. U.S. PAT. OFF.

**EMBROIDERY
PACKAGES**

DESIGN DIV.

Room 2605

The greatest avenue to profits
in the whole needle work field.

Never before
have such sound
values been
offered in
packages



THE constantly increasing volume gained by Bucilla Embroidery Packages has made possible a program of consistently greater values . . . until we can now say that every Bucilla Package price compares favorably with values in open stock stamped goods. This, naturally, means an increase in YOUR Package business.

The great convenience of Packages . . . the elimination of further shopping and matching . . . the novelty and wide assortment of the Package items . . . all place them high in women's favor. Now, when you can give your customers these advantages *plus* price equality, you can readily see why Package sales will boom.

We wish, especially, to call your attention to the colored insert in the middle of the book. Needlework Pictures and Purses have proven to be the novelty hits of the season, and we urge you not to overlook these quick-selling, highly profitable Packages. Immediate delivery will be made on all items from New York, Chicago or San Francisco.

Bucilla Packages Increase Sales Through New, Exclusive Ideas



NEW Ideas are constantly being introduced in BUCILLA Packages. It is this freshness of Ideas that has made BUCILLA Packages the biggest and fastest selling line in the country . . . and has shown thousands of retailers the way to greater needlework profits.

These volume-producing creations are absolutely exclusive with BUCILLA . . . they cannot be obtained from any other source.

This, coupled with the greater value put into every pack-

age, accounts for the tremendous growth in BUCILLA Package sales . . . growth which shows beyond a shadow of a doubt that retailers everywhere are obtaining greater volume than ever before with Embroidery Packages.

Look through this catalogue now and see where you can increase your sales by featuring BUCILLA Embroidery Packages. They require no sales experience . . . each Package is a complete sealed unit . . . and they net you a handsome profit.

Send all orders to

BERNHARD ULMANN CO. Inc.

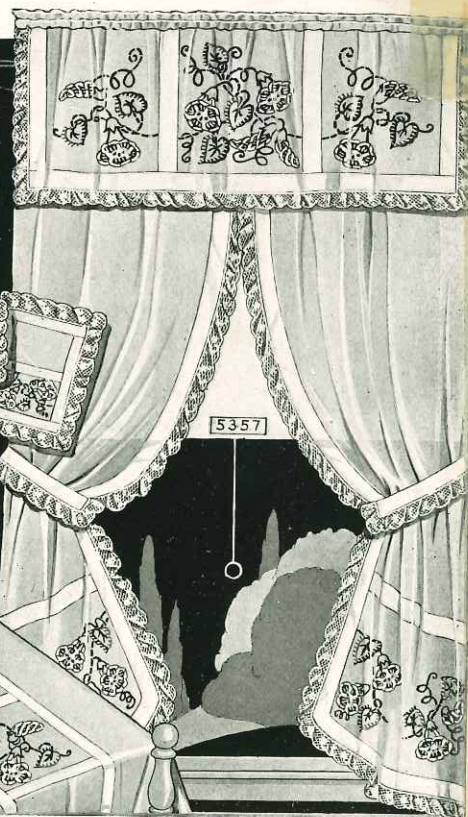
Executive Offices:
107 Grand Street
NEW YORK CITY, N. Y.

*"Everything for
Art Needlework"*

Middle West Branch:
28-30 South Market Street
CHICAGO, ILL.

Pacific Coast Branch:
984 Mission Street
SAN FRANCISCO, CAL.

Every Bucilla Embroidery Package includes besides the stamped or hand tinted piece, sufficient Bucilla or Glossilla Flosses to complete the design, proper size needle and illustrated lesson chart.



OMBRAYON "MORNING GLORY" GREEN ORGANDIE BEDROOM SET

Each piece is ready made and fashioned of Crisp Green Organdie. Bands of Maize and Pink Organdie are already sewed on, creating a novel "Rainbow" effect. Colorful "Morning Glories" are stamped for easy embroidery in harmonizing shades of lustrous Glossilla "OMBRAYON" Four Strand (included)—the magic floss that achieves exquisite shaded effects without any extra effort on the part of the worker. (Curtains have 80" length side panels).

- 5353—Large Oblong Bolster Pillow.....\$ 1.00
- 5354—Scarf, Size 18 x 48".....1.20
- 5355—3 Pc. Vanity Set......70 Set
- 5356—Double Size Bedspread and Bolster.....4.50
- 5357—Curtains with Valance and Tie Backs.....2.50 Pr.

Wholesale Prices of All Designs Shown on This Page

(Retail Prices Only Given in the Above Descriptions)

No.	Dozen	Finished Model
5353	\$7.50	\$4.00 Each
5354	9.00	4.00 Each
5355	5.25 Sets	2.50 Set
5356	33.75	12.00 Each
5357	18.75 Prs.	5.00 Pair

TRIMMINGS AND PILLOW FORM REQUIRED

5354-5355-5357 Require No. 6703 Bucilla Rainbow Embroidered Net Edging, illustrated at left. 30 Yd. Pcs., \$3.00 per Pc.; about 10c per Yd.

5353 and 5356 Require No. 6704 Bucilla Rainbow Embroidered Net Edging, shown at left, 10 Yd. Pcs., \$1.65 per Pc.; 16½c per Yd.

To fill Bolster Pillow No. 5353, use Bucilla Oblong Pillow Form No. 12 \$10.50 Doz.



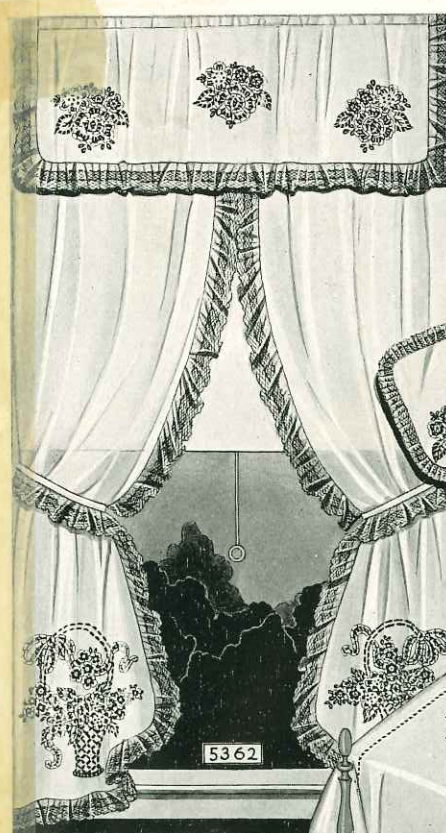
Rainbow Embroidered Net Edgings
No. 6703—1¾" Wide
No. 6704—2¾" Wide

BUCILLA EMBROIDERY PACKAGES

BASKET PINK VOILE "OMBRAYON" BOUDOIR SET

Colorful "Basket of Flowers" design is stamped on soft, Pink Voile for simple embroidery in shades of lustrous Glossilla "OMBRAYON" Four Strand (included)—the magic floss that makes beginners' work look expert because it is already shaded. The Double Size Bedspread and Bolster has wide hemstitched side panels.

- 5358—Large Oval Bolster Pillow.....\$.85
- 5359—Scarf, Size 18 x 48".....1.00
- 5360—3 Piece Vanity Set......60 Set
- 5361—Double Size Bedspread and Bolster.....3.50
- 5362—Curtains (80" side panels) with Valance....2.00 Pr.



The Trimmings offered in connection with the new BUCILLA Packages have been especially created to harmonize with the design and to lend a perfect finishing touch to the article. Feature the trimmings for the extra sales they represent.

Wholesale Prices of All Designs Shown on This Page

(Retail Prices Only Given in the Above Descriptions)

No.	Dozen	Finished Model
5358	\$6.35	\$4.00 Each
5359	7.50	4.00 Each
5360	4.50 Sets	2.50 Set
5361	26.25	12.00 Each
5362	15.00 Prs.	5.00 Pair

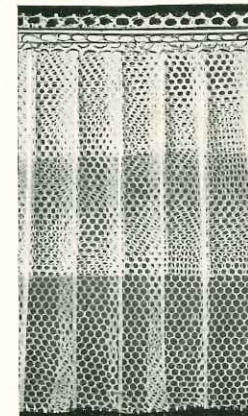
TRIMMINGS AND PILLOW FORM REQUIRED

5358 and 5362 Require No. 6707 Bucilla Rainbow Net Pleating, 3 Row, shown at right. (2¾" Wide), 18 Yd. Pcs., \$4.30 per Pc.; about 24c per Yd.

5361 Requires 6707X Special Bedspread Length, \$1.90 Pc.

5359 and 5360 Require No. 6706 Bucilla Rainbow Net Pleating, 2 Row (1½" Wide) 18 Yd. Pcs., \$2.05 per Pc.; about 11½c per Yd.

To Fill Pillow No. 5358, use Bucilla Oval Pillow Form No. 13, \$10.50 Doz.



Rainbow Net Pleating
No. 6707 } 3 Row
No. 6707X }
No. 6706—2 Row

BUCILLA EMBROIDERY PACKAGES



5302

**5352—(At-Right)
Baby's Quilted High
Chair Set**

Bib and Pillow. Of fine quality, White Mercerized Broadcloth. Stamped for simple embroidery and easy quilting with Rayon Four Strand. Padding for quilting, and Blue Tie strings for Bib also included. (Trimming not included.)

85c Set of Two



5352

**5302—(Above)
Four Piece Layette Set
Dress, Gertrude, Cap and Bib**
Stamped on fine quality White Mercerized Batiste for simple pastel colored embroidery with Glossilla Rayon Four Strand. One Size: Infant's to 6 Months.

\$1.20 Set

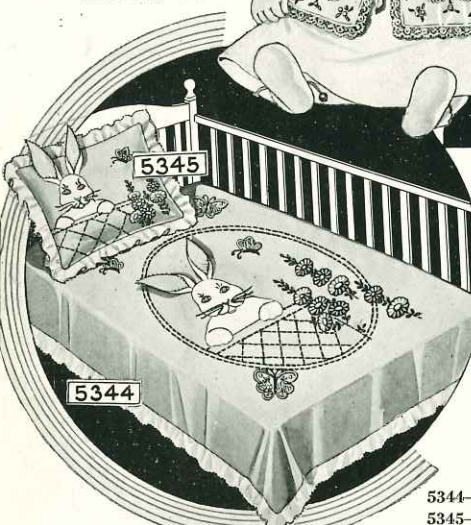


5304

**Sacque and
Cap Set**

Both stamped on Pink or Blue Crepe (Rayon and Cotton) for easy embroidery in colorful shades of lustrous Glossilla Rayon Four Strand included. (Specify colors when ordering.)

5304—75c Set



5345

5344

**Organdie "Bunny"
Crib Set**

Cover and Pillow stamped on Pink or Blue Organdie. "Bunnies" are patches of White Organdie with ears of double-fold Pink and White, or Blue and White Organdie (included in packages) already picot in color to match. To be applied and easily embroidered with Rayon Four Strand. (Specify colors desired.)

5344—Cover.....\$1.25
5345—Pillow......65



5315

5316

Two Smart Ready Made Dresses

Sizes: 2 Years, 4 Years and 6 Years

5315—Tailored of crisp, Yellow Organdie. Finished with White Organdie Picot Edge Collar, shirring all around, and deep hem. Stamped for dainty embroidery with Rayon Four Strand. \$1.00

5316—Fashioned of sheer Pink Organdie. Finished with Pink Organdie Picot Ruffle at neck and sleeves, shirring at front and back, and deep hem. Stamped for embroidery with Rayon Four Strand. \$1.00



5303

**5303—(At Left)
Dress and Gertrude Set**

Both are fashioned of fine quality, White Crepe (Rayon and Cotton) and stamped for dainty pastel colored embroidery with lustrous Glossilla Rayon Four Strand. One Size: 6 Mos. to 1 Yr.

\$1.30 Set



5301

**5301—Four Piece Layette Set
Dress, Gertrude, Cap and Bib**

Of fine quality, White Mercerized Batiste. Stamped for simple pastel colored embroidery with lustrous Glossilla Rayon Four Strand. One Size: Infant's to 6 Months. \$1.20 Set



5317

Sacque and Cap Set
Of soft, All-Wool Crepe Cashmere. Stamped for dainty colored embroidery with Glossilla Rayon Four Strand. Warm, Comfy and Soft... an ideal Outdoor Set for the Baby.

5305—\$1.65 Set

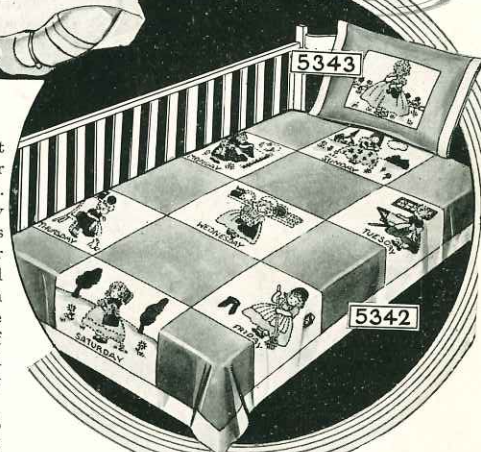


5305

**"Mother Goose"
Nursery Crib Set**

Cover and Pillow of fast color Pink and White, or Blue and White Percale. White squares are gaily hand tinted in bright colors depicting a popular "Mother Goose" Rhyme. Stamped for simple embroidery with Rayon Four Strand. White Percale strip for border of Cover and Pillow included in packages. (Specify colors in ordering.)

5342—Cover.....\$1.05
5343—Pillow......75



5343

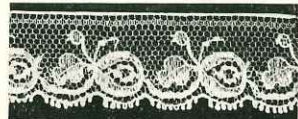
5342

Wholesale Prices of All Designs Shown on This Page
(Retail Prices Only Given in the Above Descriptions)

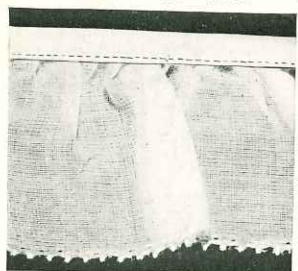
No.	Dozen	Finished Model	No.	Dozen	Finished Model
*5302..	\$9.00	Sets..\$5.00 Set	5315..	7.50	3.00 Ea.
*5352..	6.35	Sets.. 3.50 Set	5316..	7.50	3.00 Ea.
*5304..	5.65	Sets.. 4.00 Set	*5344..	9.35	4.00 Ea.
			*5345..	4.85	2.50 Ea.

*TRIMMINGS AND PILLOW FORMS REQUIRED

5302 Requires No. 6700/10 Bucilla White Val Edge and No. 6701/10 Bucilla White Val Insertion (illustrated on opposite page) 7/16" Wide, 36 Yd. Pcs., \$2.00 per Pc. about 5 1/2c per Yd.
Set 5352 Requires No. 6733/3 Bucilla Blue Novelty Edging, 5/8" Wide, 36 Yd. Pcs., \$2.05 per Pc.; about 5 3/4c per Yd.
For Pillow use Baby Pillow Form No. 93. \$4.00 Doz.
5304 Requires No. 6720/12 Bucilla Imported Ecu Chantilly Lace, illustrated at left. 18 Yd. Pcs., \$2.05 per Pc.; about 11 1/2c per Yd.
5344 and 5345 Require No. 6731 Bucilla White Organdie Ruffle with Pink or Blue Picot Edge, illustrated at left. 18 Yd. Pcs. \$1.25 per Pc.; about 7c per Yd.
To Fill Pillow 5345, use Bucilla Baby Pillow Form No. 65. \$4.00 Doz.



Imported Chantilly Lace
No. 6720—3/4" Wide



White Organdie Ruffle
Pink or Blue Picot Edge
No. 6731—1 1/4" Wide

BUCILLA EMBROIDERY PACKAGES

Wholesale Prices of All Designs Shown on This Page
(Retail Prices Only Given in the Above Descriptions)

No.	Dozen	Finished Model	No.	Dozen	Finished Model
*5303..	\$9.75	Sets..\$4.00 Set	5317..	7.50	3.00 Ea.
*5301..	9.00	Sets.. 5.00 Set	5342..	13.85	4.00 Ea.
*5305..	12.40	Sets.. 4.00 Set	*5343..	5.65	2.50 Ea.

*TRIMMINGS AND PILLOW FORM REQUIRED

5303 Requires No. 6700/10 Bucilla White Val Edge, illustrated at right. 36 Yd. Pcs., \$2.00 per Pc.; about 5 1/2c per Yd.
5301 Requires No. 6700/10 Bucilla White Val Edge and No. 6701/10 Bucilla White Val Insertion, illustrated at right. 36 Yd. Pcs., \$2.00 per Pc. about 5 1/2c per Yd.
5305 Requires No. 6040/10 Bucilla White Footing, shown at right, (1" Wide). 36 Yd. Pcs., \$2.00 per Pc.; about 5 1/2c per Yd.
To Fill Pillow 5343 use Bucilla Baby Pillow Form No. 11. \$4.00 Doz.



White Val Edge
No. 6700—1/2" Wide



White Val Insertion
No. 6701—1/2" Wide



White Footing No. 6040

BUCILLA EMBROIDERY PACKAGES

Wholesale Prices of all Bucilla Pictures and Purses Shown in Color on the 4 Page Insert

(Retail Prices only are given in the descriptions on the Colored Insert)

No.	Description	Wholesale Price Per Dozen	Finished Model
*5365	Linen Tinted Kiddie Picture.....	\$4.50	\$5.00 Each
*5366	"Nursery" Tapestry Picture.....	6.35	6.00 "
*5367	Tinted Wool Tapestry Picture.....	10.90	10.00 "
5368	Tapestry Picture (Frame and All Accessories Included)	7.50	3.50 "
5369	Linen Cross-Stitch Silhouette (Frame and All Accessories for Making Included).....	5.65	2.00 "
*5370	Tan Felt Landscape Picture.....	10.50	10.00 "
*5371	Green Felt Silhouette Picture.....	7.50	6.00 "
*5372	Grey Felt "Winter Scene" Picture.....	7.50	6.00 "
5373	Colonial Girl Lace Picture (Frame and All Accessories for Making Included).....	7.50	3.50 "
*5374	"Red Mill" Tapestry Picture.....	10.50	10.00 "
5375	Linen Cross-Stitch Sampler (Frame and All Accessories for Making Included).....	7.50	3.00 "
†5376	Artwool Envelope Purse.....	8.25	5.00 "
†5377	Artwool Purse with Hookless Slide Fastener.....	11.25	6.00 "
†5378	"Kraftweave" Envelope Purse.....	5.65	3.00 "
†5379	Large "Kraftweave" Envelope Bag.....	9.35	3.50 "
†5380	"Kraftweave" Shopping Bag.....	11.25	4.00 "

†Each of the above five packages, illustrated in color on page 4 of insert, contain all the working materials necessary to complete the bag, including the lining, trimming, needle and illustrated lesson chart.

*FRAMES REQUIRED—For Further Details see bottom of Page 2 of Colored Insert.

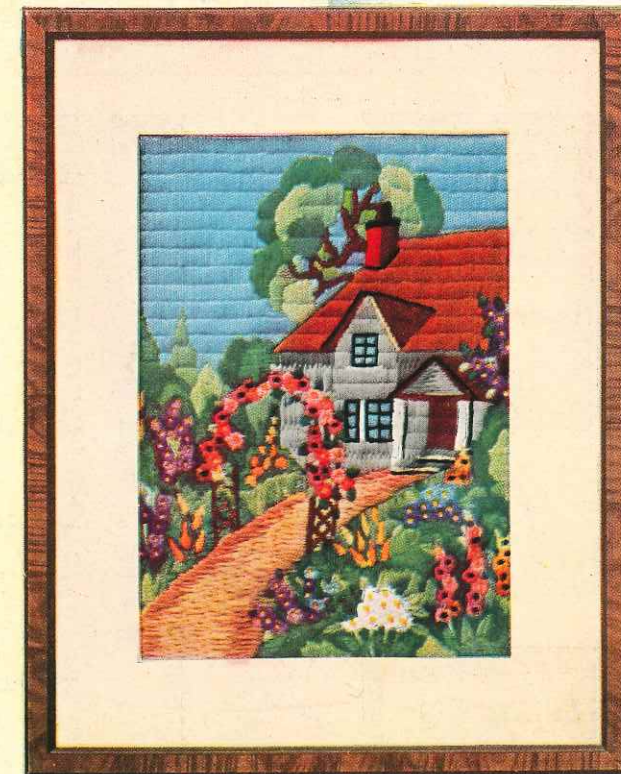
	Doz.
5365 Requires No. 6724 Bucilla Green Enamel Frame (with Glass) 13 x 16".	\$9.00
5366 Requires No. 6728 Bucilla Blue Enamel Frame (with Glass and Mat) 13 x 16".	\$10.00
5367 Requires No. 6732 Bucilla Circassian Walnut Finish Frame (with Glass and Mat) 14x18".	\$10.00
5370 Requires No. 6725 Bucilla Green and Beige Enamel Frame (with Glass and Mat) 13x16".	\$10.00
5371 Requires No. 6727 Bucilla Black and Gold Frame (with Cut-Out Mat and Glass) 12x16".	\$10.00
5372 Requires No. 6726 Bucilla Black and Gold Frame (with Glass and Mat) 12x16".	\$10.00
5374 Requires No. 6741 Bucilla Red and Beige Enamel Frame (with Glass and Mat) 13x16".	\$10.00

(Picture Frames sold only in Packages of ½ doz. each)

The 4-page full color insert at right will be made into a folder, imprinted with your name and given free of charge with representative orders for pictures and purses. On request only.

Easy...
and pleasing to make

new Bucilla Needlework Pictures & Purses



PICTURES embroidered with colorful wools, or wools and rayon flosses are the very latest vogue for interior decoration, because they add lovely notes of color, and the simple hand work you use in making them lends the personal touch "that identifies the real home."

5367—"Landscape" Tapestry Picture. "Cottage and Garden" Scene is hand tinted in actual colors on Canvas showing exactly where to place the softly blended shades of Bucilla Worsted Embroidery Yarn included. (Frame and mat not included.)

\$1.45
(Size when framed, approximately 14x18".)

This season, the Bucilla Package Line presents a wide collection of new realistic and beautiful subjects, in exquisite colorings to harmonize with every decorative scheme in varied sizes and for different wall spaces. Many designs are hand stenciled in the same colors they are to be finished, making the work very easy to follow. Some, too, come with frames and all include sufficient flosses or wools for completing the needlework, proper needles and lesson chart for working . . . all put up in individual envelopes or boxes.

We also show in this folder some stunning and very individual styles in hand-embroidered Purses.

Every picture or purse is easy to make, and inexpensively priced, and each will make a welcome gift or addition to your own wardrobe or home.

Art Needlework Department.

Mail Orders Given Special Attention

FASCINATING NEEDLEWORK PICTURES



5369—Cross-Stitch Silhouette. Stamped on finest quality Oyster Linen for embroidery with Glossilla Rayon Four Strand included. Package also contains black and gold frame with glass and gold mat, ring for hanging, and all accessories for mounting and framing **75c.**

(Size when framed, approximately 6x8".)



5368—Tapestry Picture. Tinted in colors on Canvas, showing exactly where to place the colorful Glossilla Rayon Four Strand Floss included to complete the picture. Package also contains mahogany finish wooden frame with glass and mat, ring for hanging, and all accessories for mounting and framing **\$1.00**

(Size when framed, approximately 6x8".)

Specially Designed Bucilla Frames for Each Picture

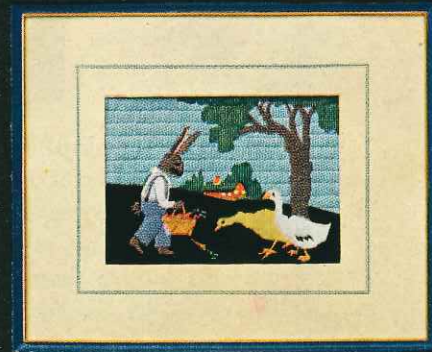
Nos. 5368, 5369 shown above and Pictures 5373 and 5375 in last column at right, also include the necessary frames as illustrated.

For all other pictures shown in this folder, we offer individual frames specially designed for them . . . harmonizing in color and carrying out the spirit of the picture subject with artistic appeal. Mat and glass are included with each frame as illustrated . . . all inexpensively priced. Details of frame required given on the label of the package containing the picture.



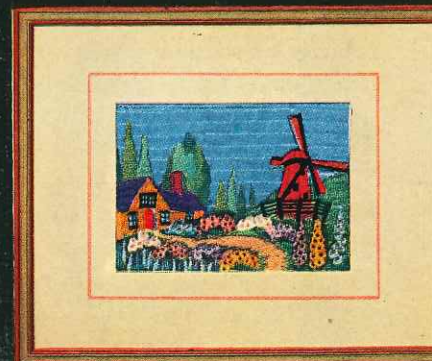
5365—"Mary and Her Little Lamb" design is tinted in colors on fine quality Oyster Linen. Package also includes sufficient Bucilla Worsted Yarn and Glossilla Rayon Four Strand Floss to complete the picture. (Frame not included.) **60c.**

(Size when framed, approximately 13x16".)



5366—"Nursery" Tapestry Picture. Design is tinted in colors on Canvas to be worked in simple stitches. Also includes sufficient Bucilla Worsted Yarn and Glossilla Rayon Four Strand Floss to complete the picture. (Frame and mat not included.) **85c.**

(Size when framed, approximately 13x16".)



5374—"Red Mill" Tapestry Picture. Design is hand tinted in colors on Canvas to be embroidered in easy stitches with lustrous Glossilla Rayon Four Strand Floss included. (Frame and mat not included.) **\$1.40**

(Size when framed, approximately 13x16".)

IN BUCILLA EMBROIDERY PACKAGES



5372—Felt "Snow Scene" Picture. Stamped on good quality Gray Felt for simple Black and White embroidery with lustrous Glossilla Rayon Four Strand Floss included. Unbleached foundation for working also included. (Frame and mat not included.) **\$1.00**

(Size when framed, approximately 12x16".)



5370—Felt "Landscape" Picture. Stamped on good quality Tan Felt. Package also includes sufficient Glossilla Rayon Four Strand Floss and Bucilla Worsted Yarn to finish picture and Unbleached foundation for working. (Frame and mat not included.) **\$1.40**

(Size when framed, approximately 13x16".)



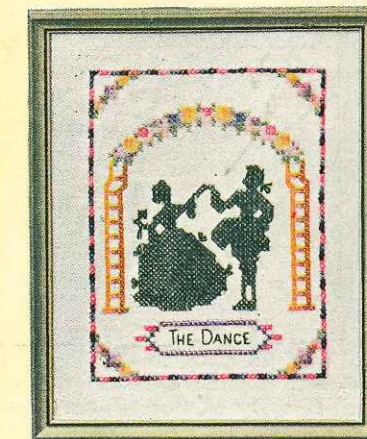
5371—Felt "Silhouette" Picture. Stamped on good quality Green Felt for simple embroidery in All-Black with lustrous Glossilla Rayon Four Strand Floss included. Unbleached foundation for working also included. (Frame and mat not included.) **\$1.00**

(Size when framed, approximately 12x16".)



5373—Colonial Girl Lace Picture Stamped on Black Sateen. Package also includes Orchid Taffeta for dress and bonnet, Imported French Chantilly Lace, Rosebuds, Ribbons, Real Hair, and Cardboard for foundation, antique finish gold wooden frame with glass, and all accessories for mounting and framing **\$1.00**

(Size when framed, approximately 6x8".)



5375—Quaint Cross-Stitch Sampler. Stamped in three colors on finest quality Oyster Linen for simple cross-stitch embroidery with lustrous Glossilla Rayon Four Strand Floss included. Package also contains a decorative green and black enamel wooden frame and glass **\$1.00**

(Size when framed, approximately 9x11".)

64 Other Bucilla Ideas

Besides the Pictures and Purses shown here, the complete Bucilla Package Line includes a large variety of new needlework creations . . . complete Boudoir Sets, Bedspreads, Pillows, Scarfs and other pieces for home decoration and gifts. Dainty Baby Layette Sets and Dresses, Crib and Carriage Sets, etc. . . . all inexpensive and simple to embroider.

Write for free booklet illustrating the complete Bucilla Line or ask at the counter for one.



5380



5379

5376—"Artwool" Envelope Purse. Stamped on Canvas. Package also contains Bucilla Artwool, "Leatherette" strip for binding edges and loop, button, All-Rayon Taffeta lining and interlining. (Size of finished Purse, 6x9") **\$1.10**

5377—Artwool Purse with Genuine Hookless Slide Fastener. Stamped on Canvas. Package also includes Bucilla Artwool, All-Rayon Taffeta lining, interlining, "Leatherette" strip for binding, and strip of genuine hookless slide fastener for closing. (Size of finished Purse, 7x10½") **\$1.50**

5378—Envelope Purse. Stamped on "Kraftweave" . . . a durable, stylishly woven mesh, exactly like straw in looks and feel. Package also includes Bucilla Worsted Yarn and Glossilla Rayon Four Strand Floss, Yellow figured Chintz lining, "Leatherette" strip for binding edges and loop, and button. (Size of finished Purse, 6x8½") **75c.**

5379—Large Envelope Purse. Stamped on "Kraftweave" . . . a lasting, stylishly woven material which looks and feels exactly like straw. Package also includes Bucilla Worsted Yarn, Red figured Chintz lining, Canvas interlining, "Leatherette" strip for binding, button and snap fasteners. **\$1.25**
(Size of finished Purse, 9x13")

5380—Shopping Bag. Stamped on "Kraftweave" . . . a durable, stylishly woven material exactly like straw in looks and feel. Package also includes Bucilla Worsted Embroidery Yarn, Blue figured Chintz lining, Canvas interlining, "Leatherette" strip for binding bag and handles. **\$1.50**

Hand Embroidered Purses Are Individual

EVERY one of these new Bucilla Purses is up-to-the-minute in style, shape and design. They are really inexpensive—and a joy to make!

When you pay the little price listed here you have nothing else to buy. Each envelope contains all the working materials necessary to complete the purse . . . including the lining, trimmings, needle and illustrated lesson chart.

(See descriptions below)



5378



5376

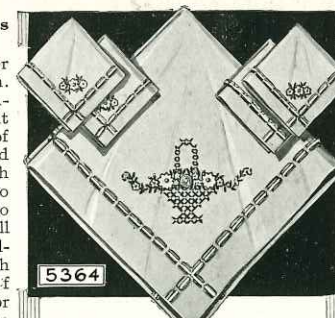


5377



5319—Ready Made Sports or House Dress

Of Tangerine or Green Broadcloth. Pleated Skirt finished with hem. Belt and tabs are of Oyster Linen and finished with binding to match. Also includes full transfer alphabet with two styles of initials (script or old English style) to be stamped and embroidered. Sizes: Small, Medium and Large. (Specify colors and sizes.) **\$1.50**



5364

5364—Organdie 5-Pc. Tea Set for Wool Embroidery. (34" Cover and 4 Tea Napkins) Fashioned of Crisp Rose Organdie. Stamped for simple colorful embroidery with Bucilla Worsted Yarn included. **\$1.15 Set**

5318—Ready Made Apron. Fashioned of good quality Unbleached. Fast color Green Print forms the novel inserts in skirt and wide shoulder straps. Finished throughout with green binding. Stamped for colorful embroidery. **\$1.00**



5318

5337



5336



5338

5339

Decorative Set for Wool and Rayon Embroidery

Picturesque scene is stamped on lustrous Black Venetian for embroidery in colorful shades of Bucilla Worsted Yarn and Glossilla Rayon Four Strand (included in Packages).

5336—Square Pillow.....\$1.25 5337—Scarf, 18 x 50".....\$1.85

"Cross-Stitch" Living-Room Set

Stunning "Bird" design is stamped on lustrous Black Venetian for cross-stitch embroidery in Orange with lustrous Glossilla Rayon Rope (included in Packages). Extra Size Pillow and Scarf.

5338—Oblong Pillow.....\$1.25 5339—Scarf, 18 x 66".....\$1.85

Wholesale Prices of All Designs Shown on This Page

(Retail Prices Only Given in the Above Descriptions)

No.	Dozen	Finished Model	No.	Dozen	Finished Model
5318	\$7.50	\$2.50 Ea.	*5337	13.85	6.50 Ea.
5319	11.25	3.00 Ea.	*5338	9.35	5.00 Ea.
*5336	9.35	5.00 Ea.	*5339	13.85	6.50 Ea.
			5364	8.65 Sets	5.00 Set

*TRIMMINGS AND PILLOW FORMS REQUIRED

5336 and 5337 Require No. 6483/2 Bucilla Novelty Braid, illustrated at right. 18 Yd. Pcs., \$2.50 per Pc.; about 14c per Yd.

To Fill Pillow 5336 use Bucilla Square Pillow Form No. 76. \$6.00 Doz.

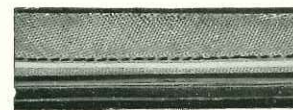
5338 and 5339 Require No. 6221/41 Bucilla Tangerine and Black Double Rayon Piping, shown at right. \$1.85 per Pc., 18 Yd. Pcs.; about 10¼c per Yd.

To Fill Pillow 5338 use Bucilla Oblong Pillow Form No. 131. \$7.50 Doz.

See Page 12 for other original Bucilla designs in decorative Scarfs and Pillows to match.



Novelty Braid
No. 6483—¾" Wide

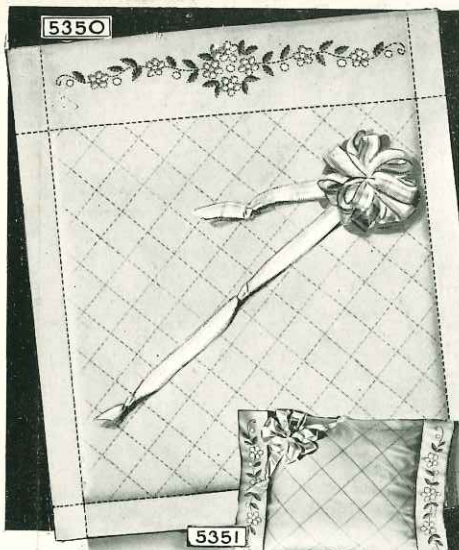


Double Rayon Piping
No. 6221—¾" Wide

Bucilla Embroidery Packages

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BUCILLA EMBROIDERY PACKAGES



All Bucilla Baby Dresses are entirely ready-made of fine quality mercerized fabrics and finished with deep hems.

Generous dress sizes assure perfect fit.

"Shadow-Quilted" Carriage Set for Wool and Rayon Embroidery

Yellow or Pink Percale foundation stamped for quilting with overlay of White Organdie stamped for embroidery with Bucilla Worsted Yarn. Another covering of Organdie makes a wide hem at top of Cover and at both ends of Pillow.

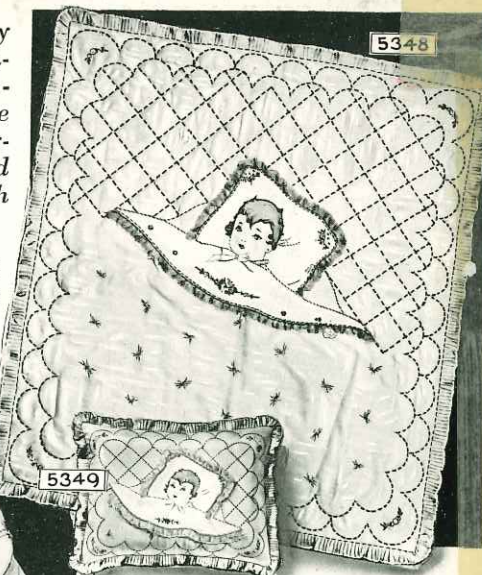
Design showing through is to be outlined through both thicknesses with Rayon Four Strand. Padding for quilting also included.
5350 Cover \$1.50
5351 Pillow .75



5307—Ready-Made Dress
Of fine quality White Mercerized Batiste. Entirely finished with set-in sleeves, Val Lace, hemstitched Yoke and hem. Sizes: 6 Mos. and 1 Yr. 95c

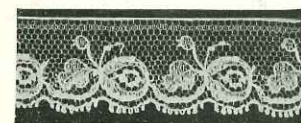
5306—White Batiste Dress
Ready-made and finished with lace, hemstitched yoke and sleeves, and deep hem. Simple embroidery in delicate shades of Rayon Four Strand. Sizes: 6 Mos. and 1 Yr. 85c

In ordering, be sure to specify colors and give sizes desired.

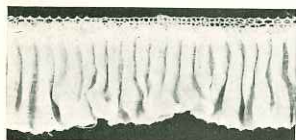


Quilted Bassinette or Carriage Set
Stamped on Pink or Blue Canton Cloth (Silk and Cotton) for easy embroidery and quilting. "Baby" figures (included in packages) are tinted on White Organdie forming novel patches to be applied and embroidered with Rayon Four Strand. Padding for quilting also included.

5348 Cover \$1.75
5349 Pillow .70



Imported Chantilly Lace
No. 6720—3/4" Wide



Canton Cloth Pleating
Pink or Blue
No. 6362—1 1/2" Wide

Wholesale Prices of All Designs Shown on This Page
(Retail Prices Only Given in the Above Descriptions)

No.	Doz.	Finished Model	No.	Doz.	Finished Model
*5350	\$11.25	\$5.00 Ea.	*5349	5.25	3.00 Ea.
*5351	5.65	3.00 Ea.	5309	7.50	3.00 Ea.
*5348	13.15	5.00 Ea.	5307	7.15	3.00 Ea.
			5306	6.35	3.00 Ea.

*TRIMMINGS AND PILLOW FORMS REQUIRED

5350 and 5351 Require No. 6201/4 Honey and Green Ombree Ribbon. (See illustration on opposite page.) 10 Yd. Pcs., \$1.10 per Pc.; about 11c per Yd. To Fill Pillow 5351 use Bucilla Baby Pillow Form No. 11. \$4.00 Doz.

5348 and 5349 Pink and Blue Require No. 6720/12 Bucilla Imported Ecu Chantilly Lace, shown at left. 18 Yd. Pcs., \$2.05 per Pc.; about 11 1/2c per Yd.

5348 and 5349 also Require No. 6362 Bucilla Canton Cloth Pleating, shown at left. 18 Yd. Pcs., \$2.05 per Pc.; 11 1/2c per Yd. Pink (Color 1) Blue (Color 3).

To Fill Pillow 5349 use Bucilla Baby Pillow Form No. 65. \$4.00 Doz.

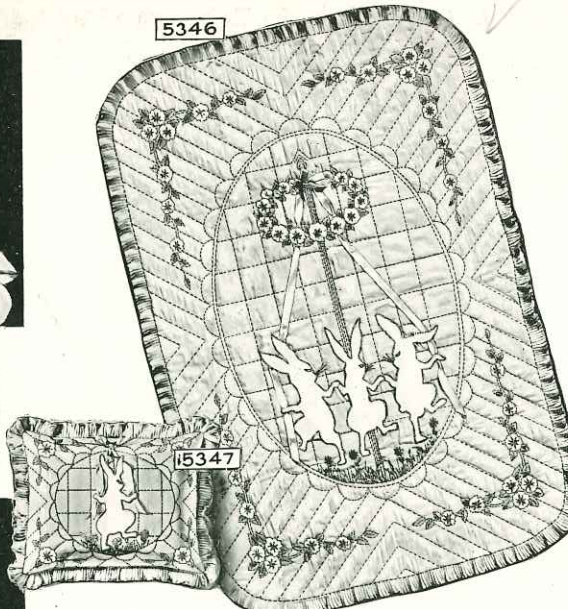


5310—Ready-Made Dress
Of fine quality White Mercerized Batiste. Finished with set-in sleeves, Val Lace, tucking above hem. Sizes: 6 Mos. and 1 Yr. \$1.00

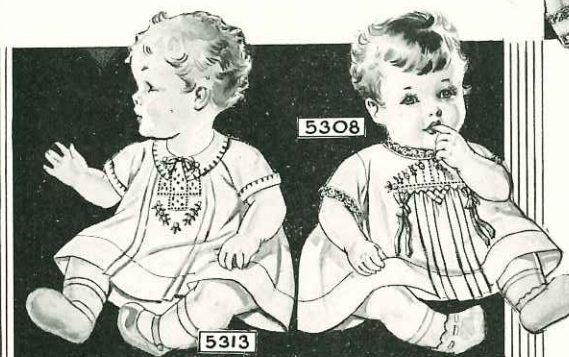


5312—White Batiste Dress
Ready-made and finished with double-fold collar and cuffs, set-in sleeves, hem, button and button-hole. Sizes: 1 Yr. and 2 Yr. \$1.10

5313—Ready-Made Dress
Of fine quality White Batiste. Completely finished with double-fold collar and cuffs, Blue hemstitched yoke effect, set-in sleeves and deep hem. Sizes: 1 Yr. and 2 Yr. \$1.25



Quilted "Nursery" Crib Set
Coverlet and Pillow stamped on Pink or Blue Canton Cloth (Silk and Cotton) for easy embroidery and quilting in delicate shades. "Bunnies" (included in packages) are patches of White Organdie to be applied. Canton Cloth for backs and padding for quilting also included.
5346—Quilted Coverlet \$2.85 5347—Crib Pillow 70c



5311—Ready-Made Dress
Of fine quality White Batiste. Finished with lace, tucking above hem, button and button-hole. Sizes: 6 Mos. and 1 Yr. \$1.00



5314—Ready-Made Dress
Of White Batiste. Skirt is trimmed with Lace insertion and finished with Lace at neck, sleeves and bottom, button and button-hole. Infants', 6 Mos. and 1 Yr. \$1.55

5308—White Batiste Dress
Ready-made and finished with set-in sleeves, Val Lace, Yoke set in with fine beading, sixteen rows of pin tucking at back, hem, button and button-hole. 6 Mos. and 1 Yr. \$1.50

Wholesale Prices of All Designs Shown on This Page

(Retail Prices Only Given in the Above Descriptions)

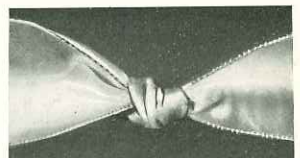
No.	Doz.	Finished Model	No.	Doz.	Finished Model
5308	\$11.25	\$3.00 Ea.	5313	9.35	3.00 Ea.
5310	7.50	3.00 Ea.	5314	11.65	3.00 Ea.
5311	7.50	3.00 Ea.	*5346	21.40	6.00 Ea.
5312	8.25	3.00 Ea.	*5347	5.25	3.00 Ea.

*TRIMMINGS AND PILLOW FORM REQUIRED

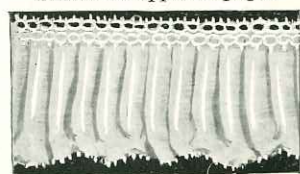
5346 and 5347 Require No. 6365 Bucilla Canton Cloth Pleating, illustrated at right, 18 Yd. Pcs., \$2.85 per Pc. 16c per Yd. Pink (Color 1), Blue (Color 3).

To Fill Pillow 5347 use Bucilla Baby Pillow Form No. 65. \$4.00 Doz.

In ordering, be sure to give sizes and specify colors desired.



Ombree Ribbon
No. 6201—7/8" Wide—Used on Packages 5350 and 5351—Shown on opposite page.



Canton Cloth Pleating
Pink or Blue
No. 6365—1 1/2" Wide

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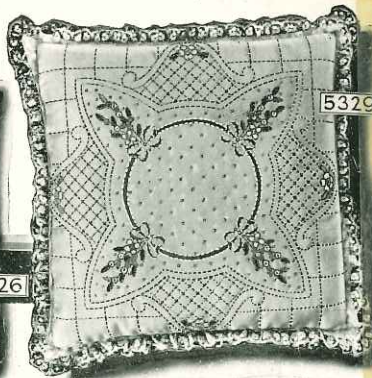
BUCILLA EMBROIDERY PACKAGES



5323—Coronation Cord Pillow
Of fast color Gold Percale. The beautiful flower design is developed with White Coronation Cord (included) against the tinted Green background. Simple embroidery in Black and White with Bucilla Perle and Six Strand Floss (also included). 85c



5326—Tinted Quilted Pillow
Of Rose Rayon Taffeta. Flower motif is very striking against the tinted Black background. Stamped for simple quilting and embroidery in Black with Rayon Four Strand (included). Padding for quilting also included. 75c



5329—Square Quilted Pillow
Gaily hand tinted on lustrous Beige Rayon Taffeta. Stamped for simple quilting and embroidery in Blue with Rayon Four Strand. Padding for quilting also included. 90c



5325—"Shadow-Quilted" Pillow for Wool and Rayon Embroidery
Pink Percale Foundation is stamped for simple embroidery with colorful shades of Bucilla Worsted Yarn. Sheer White Organdie forms the top overlay, and the design showing through is to be outlined through both materials with colorful shades of Rayon Four Strand. 65c.



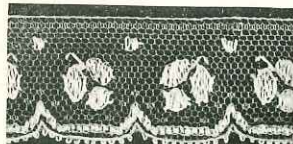
5327—Tinted Quilted Pillow
Hand tinted in striking colors on lustrous Tangerine Rayon Taffeta. Stamped for simple quilting and embroidery in Black with Rayon Four Strand. Padding for quilting also included. \$1.00



5333 (Below) Tinted Unbleached Pillow
Quaint "Cottage and Garden" Scene is hand tinted in bright shades on Unbleached. Stamped for simple outline embroidery in Black with Glossilla Rayon Four Strand. 65c



No. 6719— $\frac{3}{4}$ " Wide



No. 6055— $\frac{7}{8}$ " Wide



No. 6730— $\frac{1}{2}$ " Wide

Wholesale Prices of All Designs Shown on This Page

(Retail Prices Only Given in the Above Descriptions)

No.	Doz.	Finished Model	No.	Doz.	Finished Model
*5323	\$6.35	\$4.00 Ea.	*5327	7.50	4.00 Ea.
*5325	4.85	4.00 Ea.	*5329	6.75	4.00 Ea.
*5326	5.65	3.50 Ea.	*5333	4.85	3.00 Ea.

*TRIMMINGS AND PILLOW FORMS REQUIRED

5323 Requires No. 6719/10 Bucilla White Braid, illustrated at left. 18 Yd. Pcs., \$1.45 per Pc.; about 8c per Yd. and Square Pillow Form 76 \$6.00 Doz.
5325 Requires 622 $\frac{1}{2}$ Bucilla Rayon Taffeta Piping, 18 Yd. Pcs., \$1.85 per Pc.; about 10 $\frac{1}{4}$ c per Yd. and Square Pillow Form 76 \$6.00 Doz.
5326 Requires No. 6715/1 Bucilla Rayon Taffeta Rose Jumbo Piping. 18 Yd. Pcs., \$2.05 per Pc.; about 11 $\frac{1}{2}$ c per Yd. and Pillow Form No. 93 \$4.00 Doz.
5327 Requires No. 6730/6 Bucilla Gilt Leatherette Piping, illustrated at left. 18 Yd. Pcs., \$1.25 per Pc.; about 7c per Yd. and Pillow Form 76 \$6.00 Doz.
5329 Requires No. 6055/11 Two-Tone Imported Chantilly Lace, shown at left. 18 Yd. Pcs., \$2.25 per Pc.; about 12 $\frac{1}{2}$ c per Yd. and Pillow Form 76 \$6 Doz.
5333 Requires No. 6714/5 Bucilla Red and Black Double Piping. $\frac{1}{2}$ " Wide, 18 Yd. Pcs., \$1.25 per Pc.; about 7c per Yd. and Pillow Form 76 \$6.00 Doz.

Fascinating Pillows Cleverly Designed Real Economy at These Low Prices



5328—Quilted Pillow
Tinted in Black on Green Rayon Taffeta. Stamped for simple quilting and embroidery in Black with Rayon Four Strand. Padding for quilting also included. 90c



5332—Nest of Three "Shadow-Quilted" Boudoir Pillows. Each Pillow is fashioned of a different color Organdie foundation,—Pink, Orchid and Blue. Stamped for embroidery with Bucilla Worsted Yarn (included). White Organdie forms the top overlay, and the design showing through is to be outlined through both thicknesses with Rayon Four Strand. \$1.00 Set of 3



5330—Boudoir Pillow
"Pretty Girl" design is hand tinted in Gold, Orchid, Green, Rose, and Black on lustrous Pink Rayon Taffeta. Stamped for simple outline embroidery in Black with Rayon Four Strand. Unbleached foundation for working also included. \$1.00

5322 (Below) Black and White "Silhouette" Pillow
"Windmill" design is stamped on fast color Blue Percale, for embroidery in Black and White with Bucilla Rope Embroidery Floss. 55c



5324—"Shadow" Tinted Unbleached and Organdie Pillow. Unbleached foundation is hand tinted in bright colors. Sheer Apricot Organdie (also included) forms the top overlay showing through the tinted design to be outlined with Rayon Four Strand. 60c



5331—Tinted Quilted "Silhouette" Pillow
Of lustrous Tangerine Rayon Taffeta. Quaint scene is hand tinted in Black, very striking against the Tangerine background. Stamped for simple embroidery and quilting in Black with Rayon Four Strand. Padding for quilting also included. 90c

Wholesale Prices of All Designs Shown on This Page

(Retail Prices Only Given in the Above Descriptions)

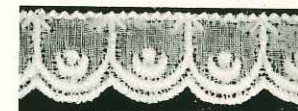
No.	Doz.	Finished Model	No.	Doz.	Finished Model
*5322	\$4.15	\$4.00 Ea.	*5330	7.50	4.00 Ea.
*5324	4.50	3.00 Ea.	*5331	6.75	4.00 Ea.
*5328	6.75	4.00 Ea.	*5332	7.50 Sets	4.50 Set

*TRIMMINGS AND PILLOW FORMS REQUIRED

5322 Requires No. 6723/13 Bucilla Black and White Novelty Piping. 18 Yd. Pcs., \$1.00 per Pc.; about 6c per Yd. and Square Pillow Form 76 \$6.00 Doz.
5324 Requires No. 6722/6 Bucilla Embroidered Apricot Edge, at right. 40 Yd. Pcs., \$2.20 per Pc.; about 5 $\frac{1}{2}$ c per Yd. and Square Pillow Form 76, \$6.00 Doz.
5328 Requires No. 6715/2 Bucilla Rayon Taffeta Green Jumbo Piping. 18 Yd. Pcs., \$2.05 per Pc.; about 11 $\frac{1}{2}$ c per Yd. and Square Pillow Form 76 \$6 Doz.
5330 Requires No. 6221/34 Black and Green Double Rayon Taffeta Piping. 18 Yd. Pcs., \$1.85 per Pc.; about 10 $\frac{1}{4}$ c per Yd. and Pillow Form 76 \$6 Doz.
5331 Requires No. 6715/13 Black Rayon Taffeta Jumbo Piping. 18 Yd. Pcs., \$2.05 per Pc.; about 11 $\frac{1}{2}$ c per Yd. and Square Pillow Form 76 \$6.00 Doz.
5332 Requires No. 6176 Bucilla Rosebud Trimming, at right. 18 Yd. Pcs., \$2.50 per Pc.; about 14c per Yd. and Square Pillow Forms 10 \$2.25 Doz.



No. 6176—1 $\frac{3}{4}$ " Apart



Embroidered Edge
No. 6722— $\frac{5}{8}$ " Wide



Black and White Piping
No. 6723— $\frac{1}{2}$ " Wide

BUCILLA EMBROIDERY PACKAGES

BUCILLA EMBROIDERY PACKAGES



5363—Set of Three Tinted Kitchen Towels. Of durable White Cotton fabric, woven with fast color Red, Green or Blue stripes and borders, and tinted to match. Finished with sewed hems and selvage sides. Each package contains three towels, as illustrated, all of one color. Specify colors desired.

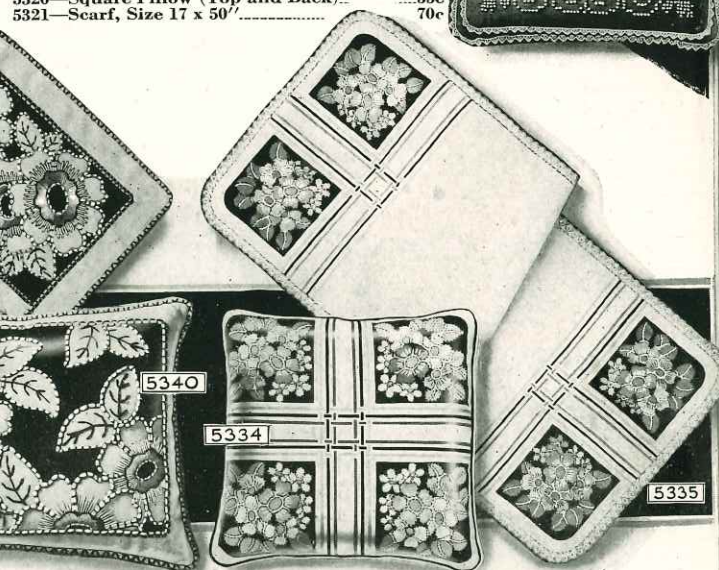
95c Set of 3

Orange Percale Set.

Of fast color Orange Percale. Stunning "Knight on Horseback" design stamped for French Knot embroidery in All-White with Bucilla Perle, included in both Packages.

5320—Square Pillow (Top and Back).....55c

5321—Scarf, Size 17 x 50".....70c



Tan Linen Living Room Set. Hand tinted in Black on fine quality Tan Linen. The large flowers, leaves and border are couched with heavy, All-Wool Bucilla Rug Yarn (included). Centers are stamped for embroidery with Glossilla Rayon Rope, also included in Packages.

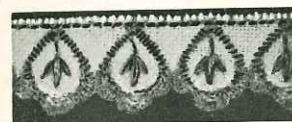
5340—Oblong Pillow (Top and Back).....\$1.15
5341—Scarf, Size 17 x 50".....1.75

Smart Tinted Oyster Linen Set. Striking flower motifs brightly hand tinted in various colors on fine quality Oyster Linen, and stamped for simple embroidery with Glossilla Rayon Four Strand included in both Packages.

5334—Square Pillow (Top and Back)......85
5335—Scarf, Size 17 x 45".....\$1.25



No. 6721— $\frac{1}{2}$ " Wide



No. 6729— $\frac{5}{8}$ " Wide



No. 6212— $\frac{5}{8}$ " Wide

Wholesale Prices of All Designs Shown on This Page

(Retail Prices Only Given in the Above Descriptions)

No.	Doz.	Finished Model	No.	Doz.	Finished Model
*5320	\$4.15	\$4.00 Ea.	*5335	9.35	4.00 Ea.
*5321	5.25	5.00 Ea.	*5340	8.65	5.00 Ea.
*5334	6.35	3.50 Ea.	*5341	13.15	6.50 Ea.
			5363	7.15	3.00 Set

*TRIMMINGS AND PILLOW FORMS REQUIRED

5320 and 5321 Require No. 6721/10 Bucilla White Crochet Edge, shown at left. 40 Yd. Pcs., \$2.20 per Pc.; $5\frac{1}{2}$ c per Yd. For 5320 use Form 76 \$6.00 Doz.

5334 Requires No. 6714/2 Black and Green Double Piping, 18 Yd. Pcs., \$1.25 per Pc.; about 7c per Yd. and Pillow Form No. 76. \$6.00 Doz.

5335 Requires No. 6729/2 Bucilla Green Embroidered Net Edging, illustrated at left. 40 Yd. Pcs., \$2.50 per Pc.; about 6c per Yd.

5340 and 5341 Require No. 6212/6 Bucilla Orange and Black Novelty Piping, illustrated at left. 18 Yd. Pcs., \$1.70 per Pc.; about $9\frac{1}{2}$ c per Yd. To Fill Pillow 5340 use Bucilla Oblong Pillow Form No. 131. \$7.50 Doz.

BUCILLA EMBROIDERY PACKAGES



*Dealer helps
that really help!*

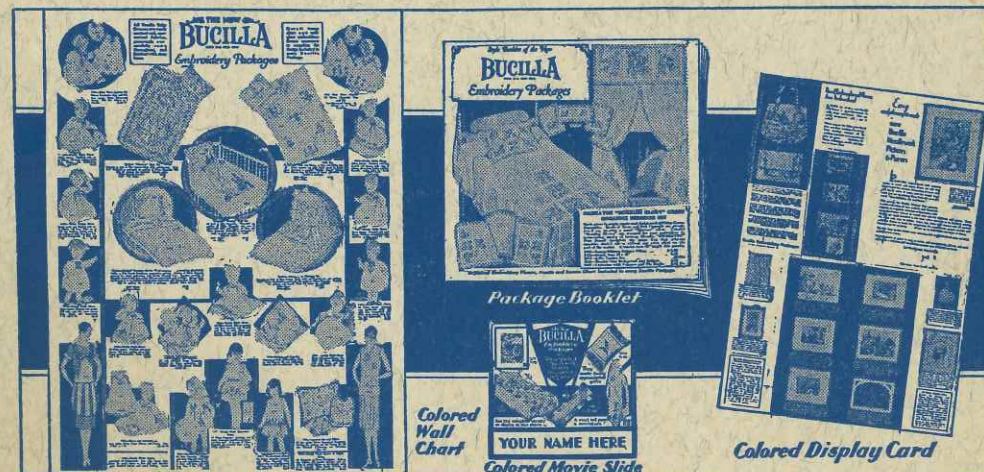
BUCILLA stands four square back of its dealers, and will go a long way to help you sell your merchandise. This year we have prepared, besides the usual black and white booklet, a beautiful Folder in full colors for use with pictures and purses. This Folder is shown in the centre of this catalog and we will be glad to furnish with representative orders, copies imprinted with your name and address.

The usual booklet illustrating the

complete Package line will also be supplied gratis, as usual, with your name imprinted.

Another important sales help supplied gratis, is the beautiful display wall card which shows the entire **BUCILLA** Package line in full colors.

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